

Homes You Can Build Yourself

ANOTHER BLOW AGAINST HIGH BUILDING COSTS



**A Group of America's Best Planned Small Homes
Standardized to Avoid Waste**

PLAN PRICES	Complete Plans and Specifications in duplicate.....	\$20
	Four complete sets with specifications.....	\$24
By special delivery the day ordered.		

Plan Books and Plans Furnished by Mail Only

STANDARD HOMES COMPANY

Colorado Building

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Colorado Building, Washington, D. C.

Washington 5, D. C.

Now the Biggest News in Our 29 Years of Service to Builders

NEWS THAT WILL ECHO FROM COAST TO COAST

In our 29 years we have furnished thousands and thousands of the best Standardized Plans for five or six room homes. Now we have developed Isometric plans for a group of smaller homes,

HOMES YOU CAN BUILD YOURSELF!

That is news—decidedly hopeful and important news for rent payers.

ISOMETRIC PLANS mean the 3rd dimension is added to make them easy to follow.

Since the Stone Age men of wit and brawn have built shelters and homes for their families, but the art of home building by laymen has been recently lost in the rush of our Machine Age, in fact so completely lost that the present *housing shortage* has crept upon us.

The shortage has crept upon us while we dreamed that some quick machine method would be the answer. But the machine method has sorrowfully failed us and the shock of the failure has caused an awakening—an awakening to the fact that machine-made houses are neither loved nor wanted.

Realizing this fact, we set ourselves to the task of preparing plans so plain that able-bodied men could follow them and build their own homes now just as they did in the past.

Following are twelve of the lovely homes we have designed for laymen to build for themselves. Our skillfully drawn *Isometric Plans* for these homes will enable builders *to see* where to place every piece of timber, block, brick, nail and screw.

With the plans we give a complete material list, *the most complete material list ever offered with building plans*. The material list furnished with the plans ordered will enable the builder to secure competitive prices on all materials before work begins on the home. The Itemized Cost Estimating Form, also furnished with the plans, will help the builder to find out in the beginning the exact cost of each item he can not handle himself.

But that is not all: We furnish in addition a 32-page booklet showing clearly, by illustrations, *just exactly how to build the house in every detail*.

Space prevents our telling more here. The whole story is told in:

FOLDER "H", *"How to Build Your Own Home", sent free on your request.*

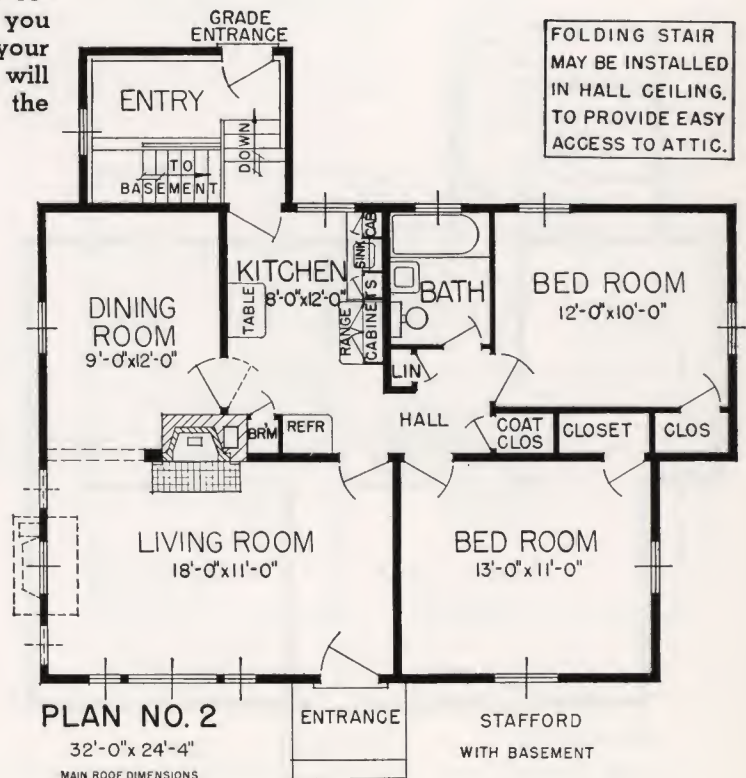
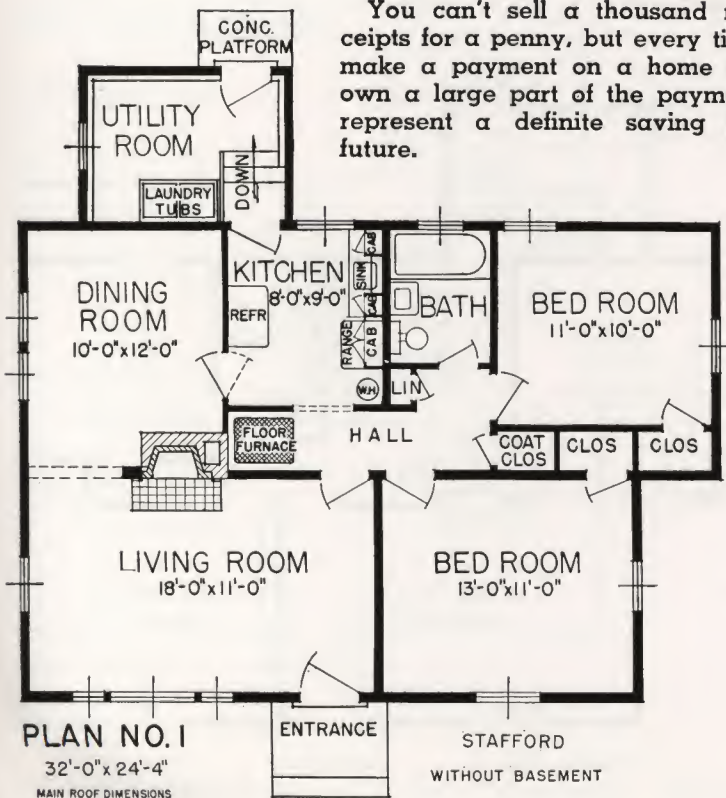
If more space is needed in the "Home You Build Yourself", two comfortable rooms can be added on the second floor at small additional cost. If this extra space is required, ask for Floor Plan No. 3, for any design in this book, furnished free on request.

Standard Plans, instead of Isometric Plans, are furnished when Floor Plans Nos. 1 and 3 are desired. When either No. 1 or No. 3 Plan is wanted, we include with the order an extra set of Isometric Plans for the No. 2 Floor Plan. The Isometric Plans enable the purchaser to understand exactly how to build his home correctly. The Isometric Plans show 19 large sheets, each 18x24 inches, and give every detail of construction from foundation to roof.



The STAFFORD

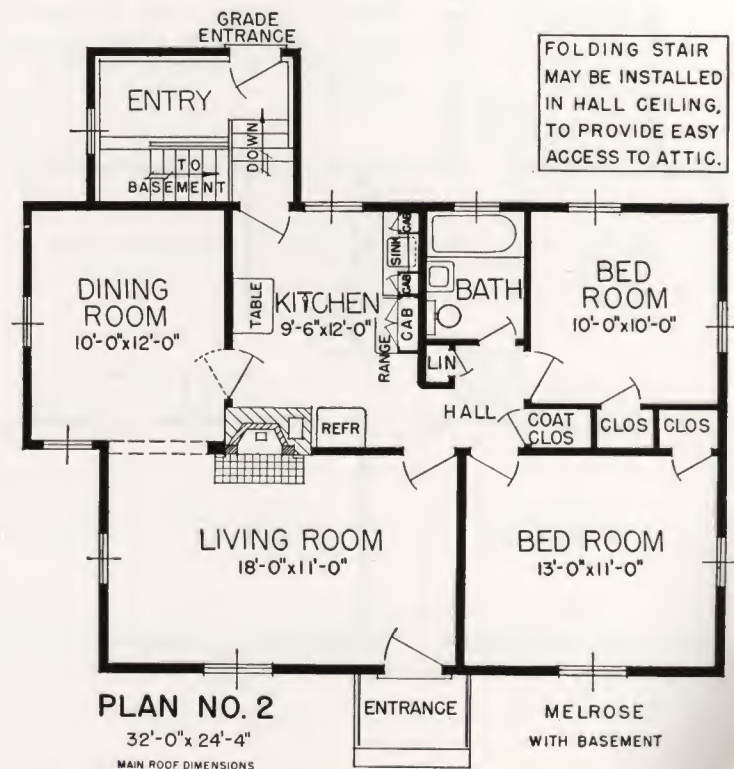
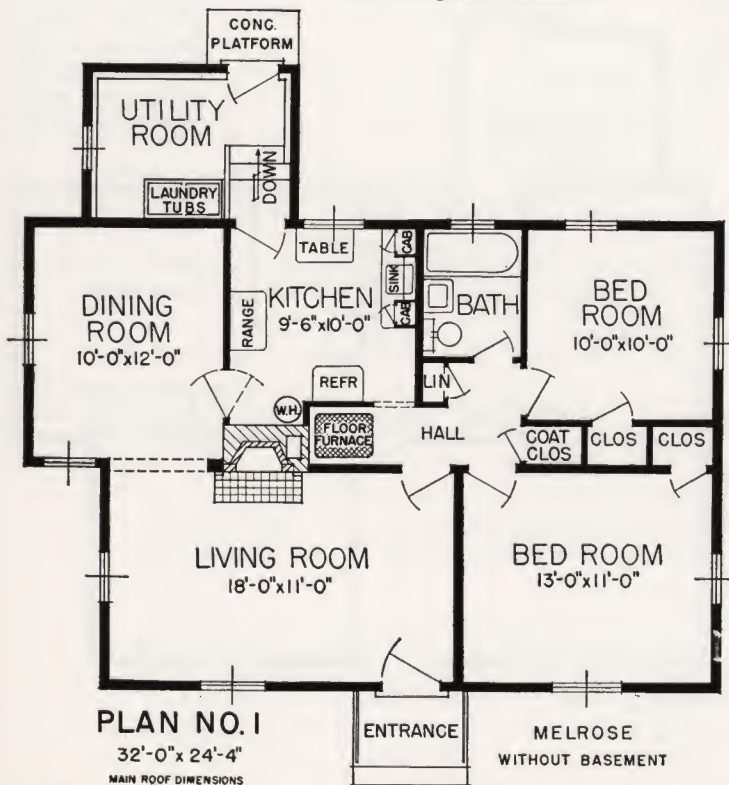
You can't sell a thousand rent receipts for a penny, but every time you make a payment on a home of your own a large part of the payment will represent a definite saving for the future.





The MELROSE

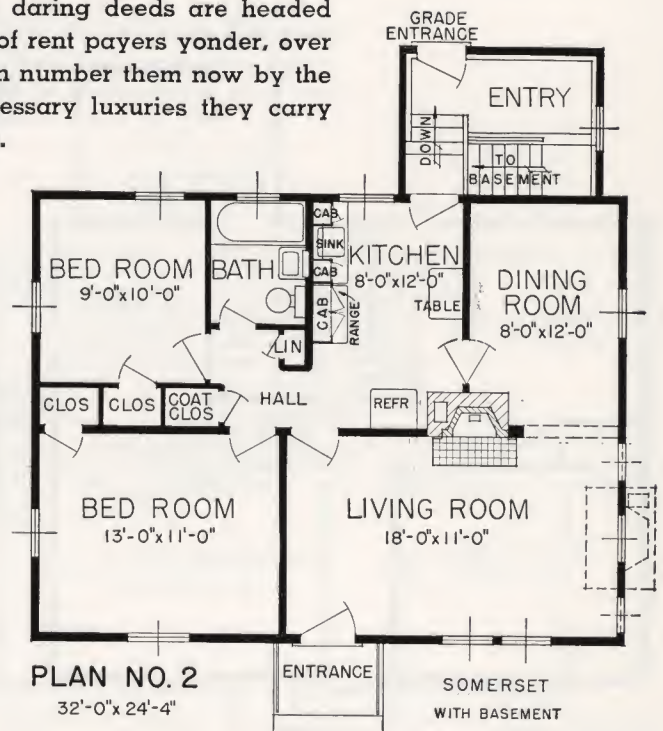
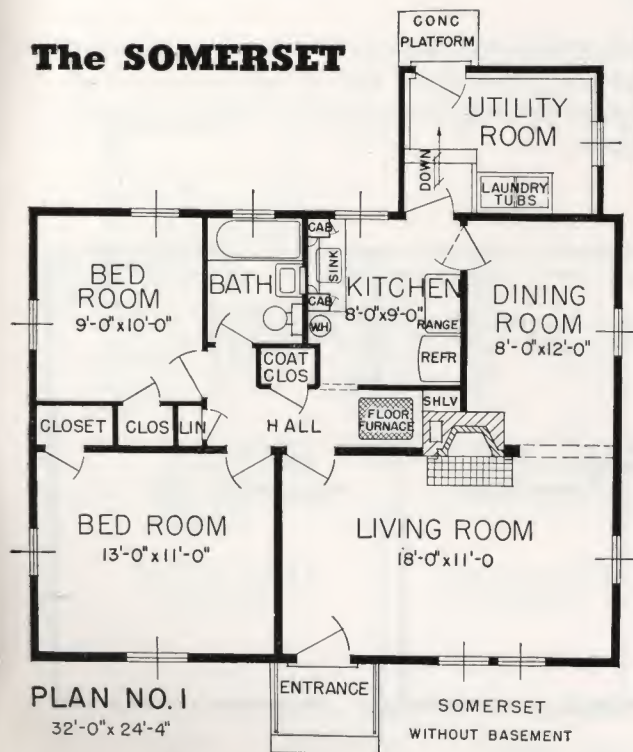
If you want to own your own home free and clear of encumbrances, you will have to forego the idea that the world owes you a living. You must make up your mind to pay the price for progress. It is seldom, if ever, found on bargain counters.





The SOMERSET

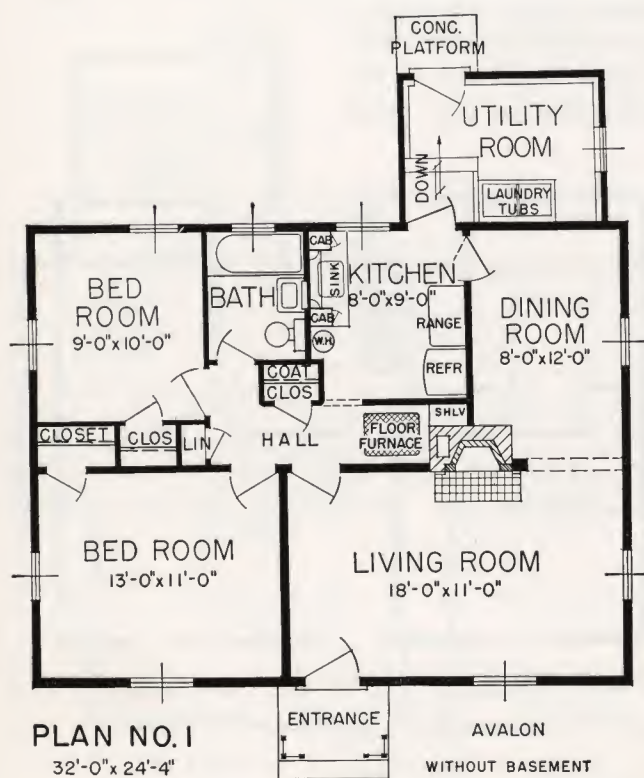
Those who are looking for delightful moments instead of daring deeds are headed for the long line of rent payers yonder, over the hills. We can number them now by the bundle of unnecessary luxuries they carry under their arms.



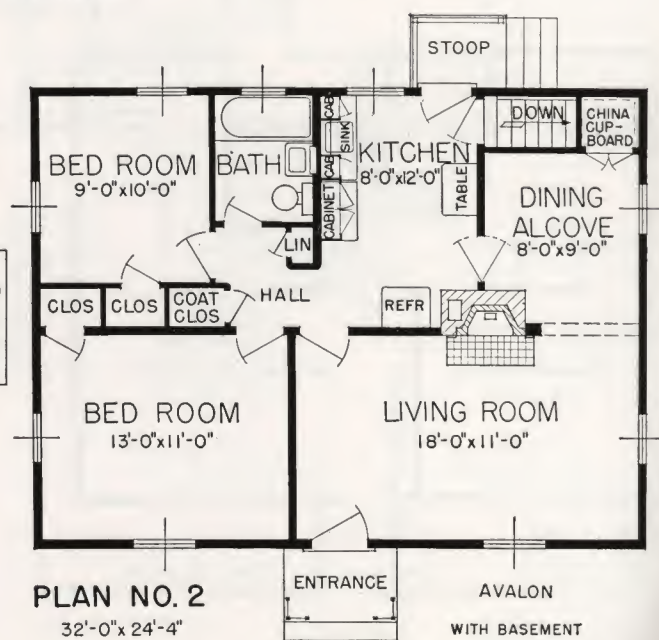


The AVALON

Every woman of brains and ambition looks down the road to a home of her own. If she fails to find it, her dreams of all else fade. In most cases she will gladly make the sacrifices necessary to pay her share.



FOLDING STAIR
MAY BE INSTALLED
IN HALL CEILING,
TO PROVIDE EASY
ACCESS TO ATTIC.



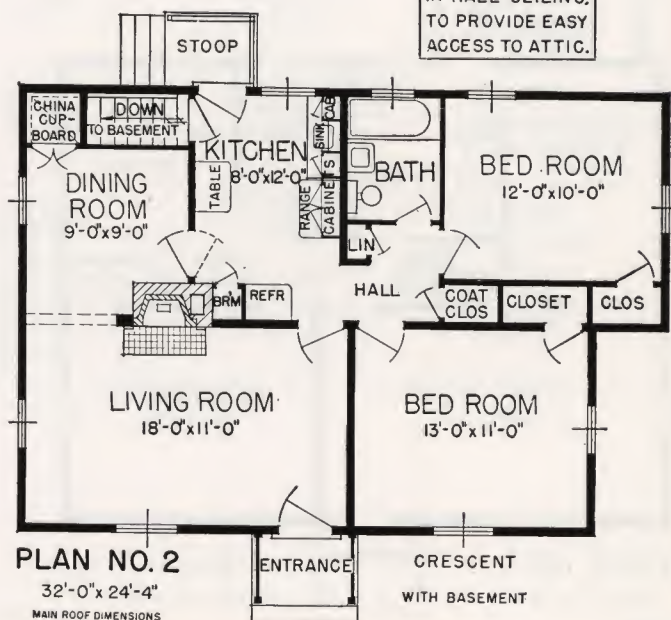
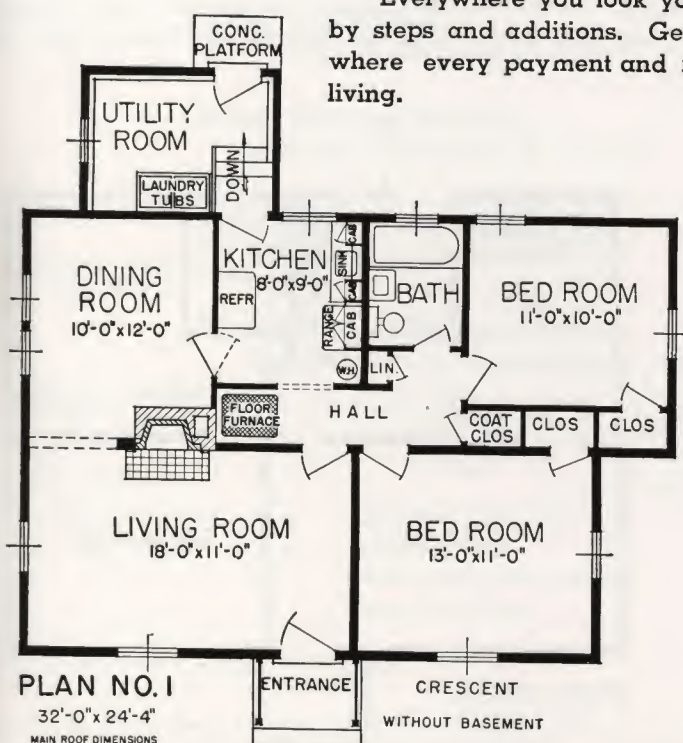
Ample Funds are Available in every State for the Construction of Small Homes.

in any one of these homes, plus enough extra to pay for all needed furniture.



The CRESCENT

Everywhere you look you see growth and progress measured by steps and additions. Get in line promptly for your own home, where every payment and improvement is an addition for better living.

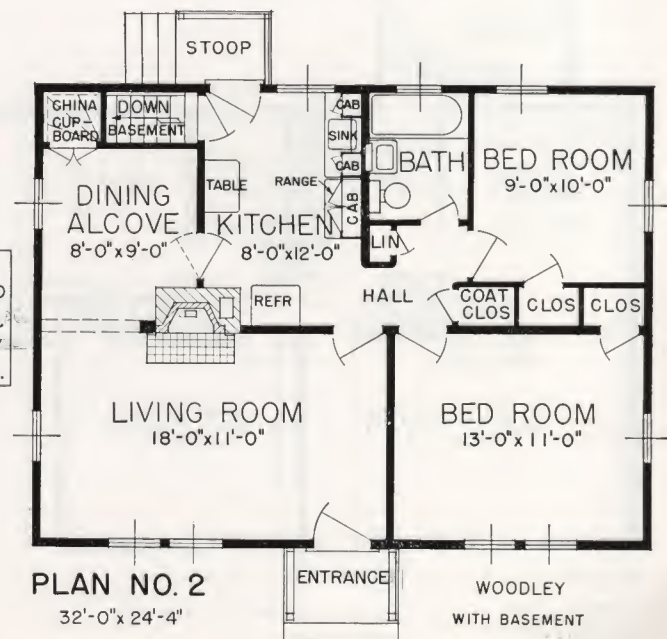
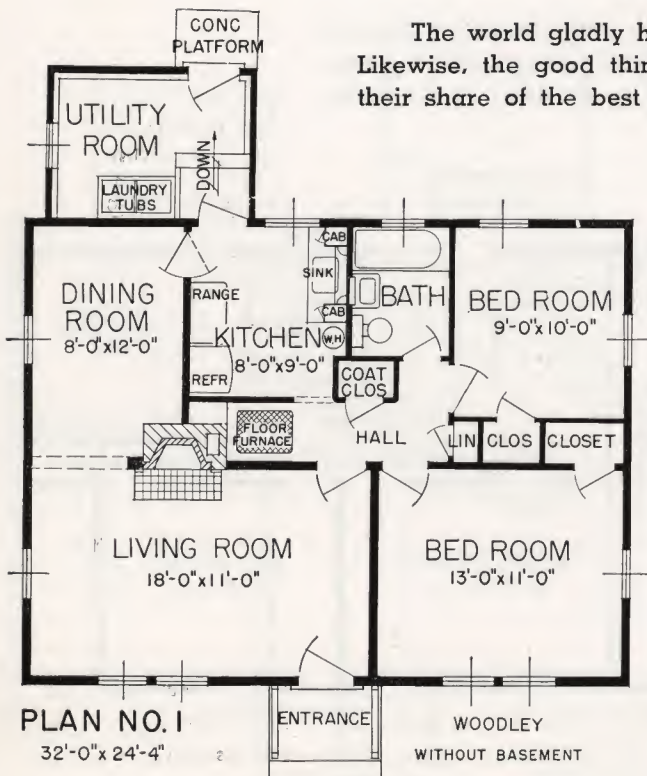


Our Material Lists, if followed, will save about 1/3rd of your time in Building your Home.



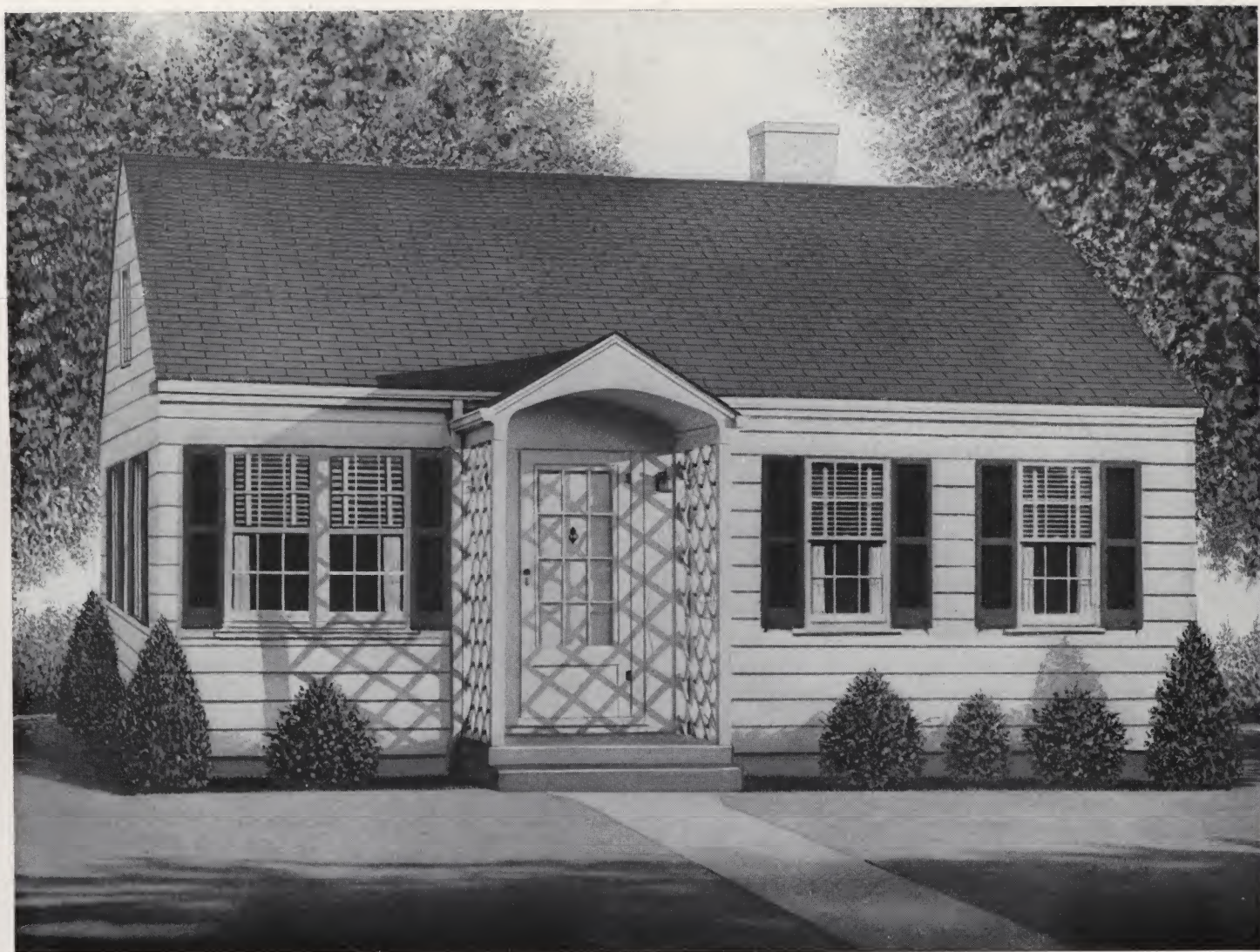
The WOODLEY

The world gladly helps the man who shows beyond doubt that he can help himself. Likewise, the good things of life rapidly slip away from the slothful who hesitate to take their share of the best as it passes.



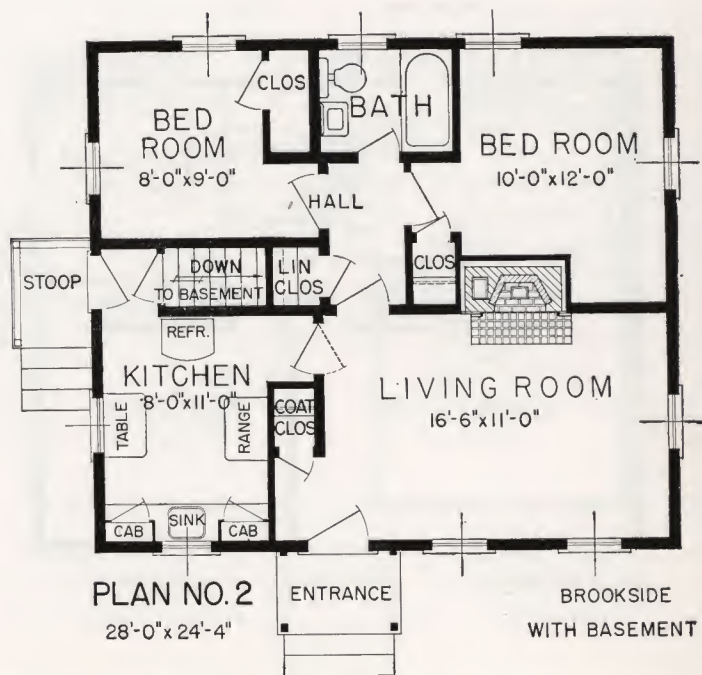
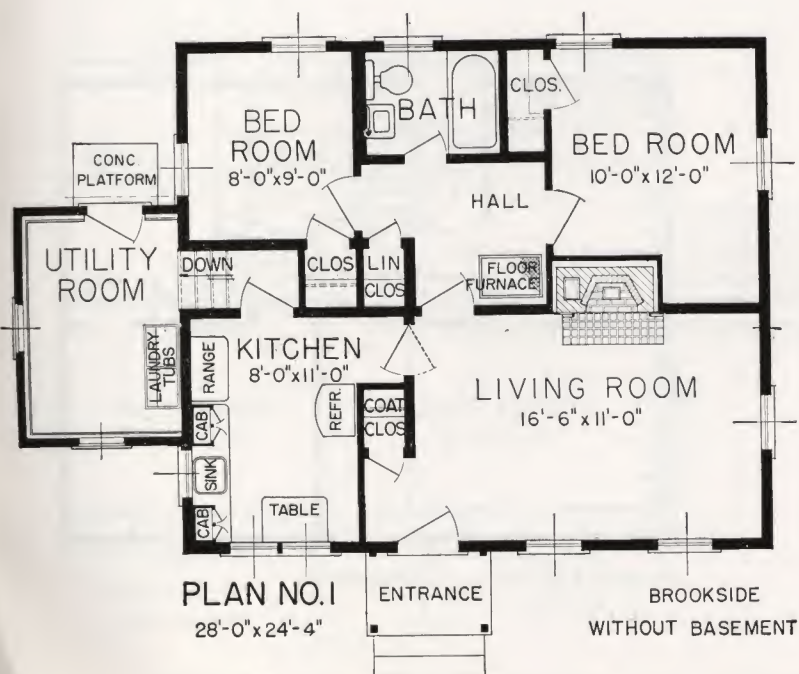
All Illustrations in our Plan Books are from retouched Photographs of Real Homes.

large profits, because the true construction cost of each will be well advertised.



The BROOKSIDE

The Brookside will bring peace and home-joy in abundance to those who are looking for a cottage of loveliness and refinement. Its low cost will eliminate burdensome carrying charges.

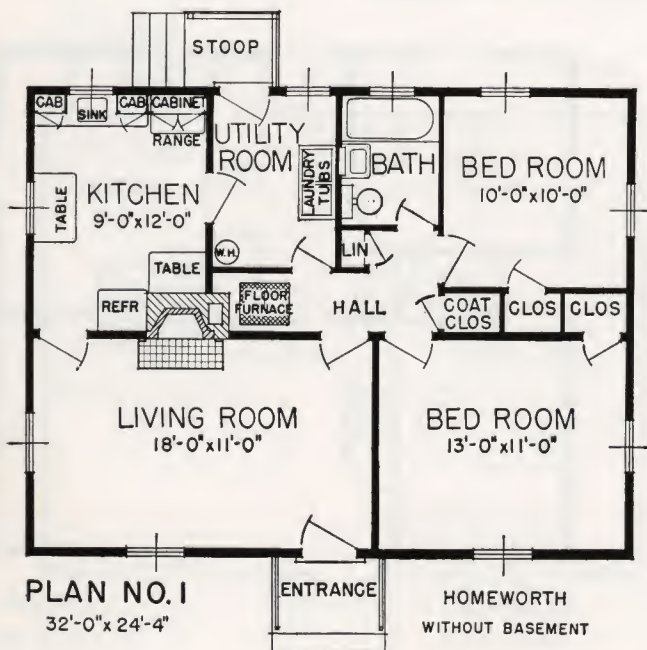


You can build one of these good homes yourself at less than half the price charged by speculators.

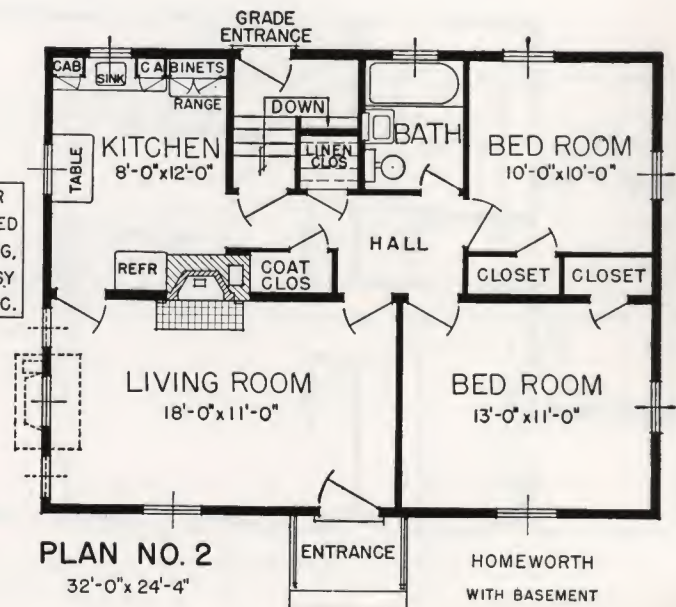


The HOMEWORTH

We all take our hats off to the man with a purpose and a program. We stand on the side lines and marvel at the feats he performs. All obstacles seem to stand aside for his progress.



FOLDING STAIR MAY BE INSTALLED IN HALL CEILING, TO PROVIDE EASY ACCESS TO ATTIC.

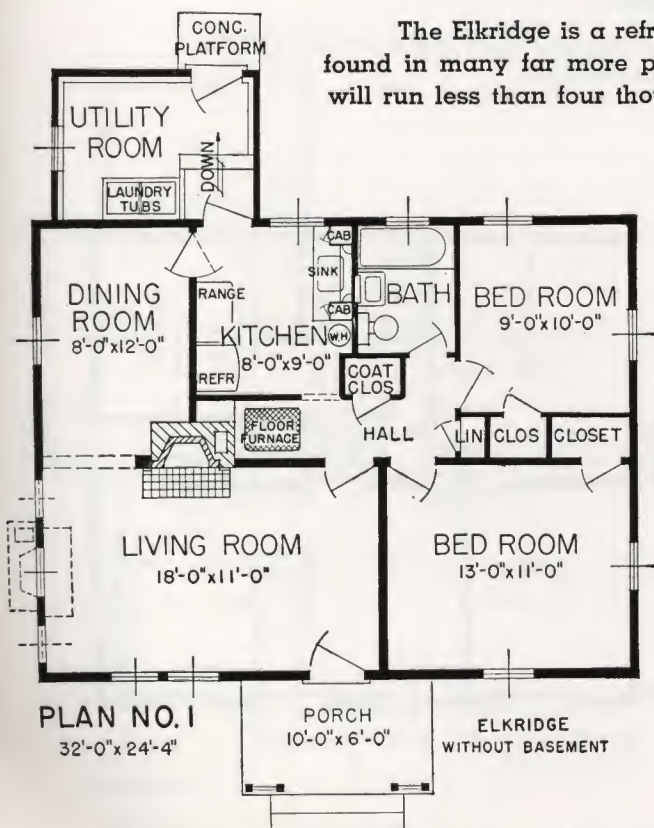


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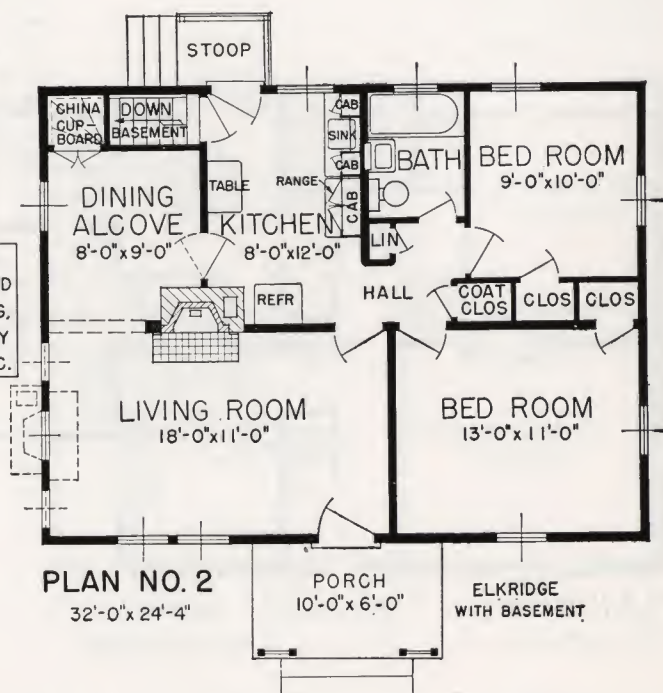


The ELKRIDGE

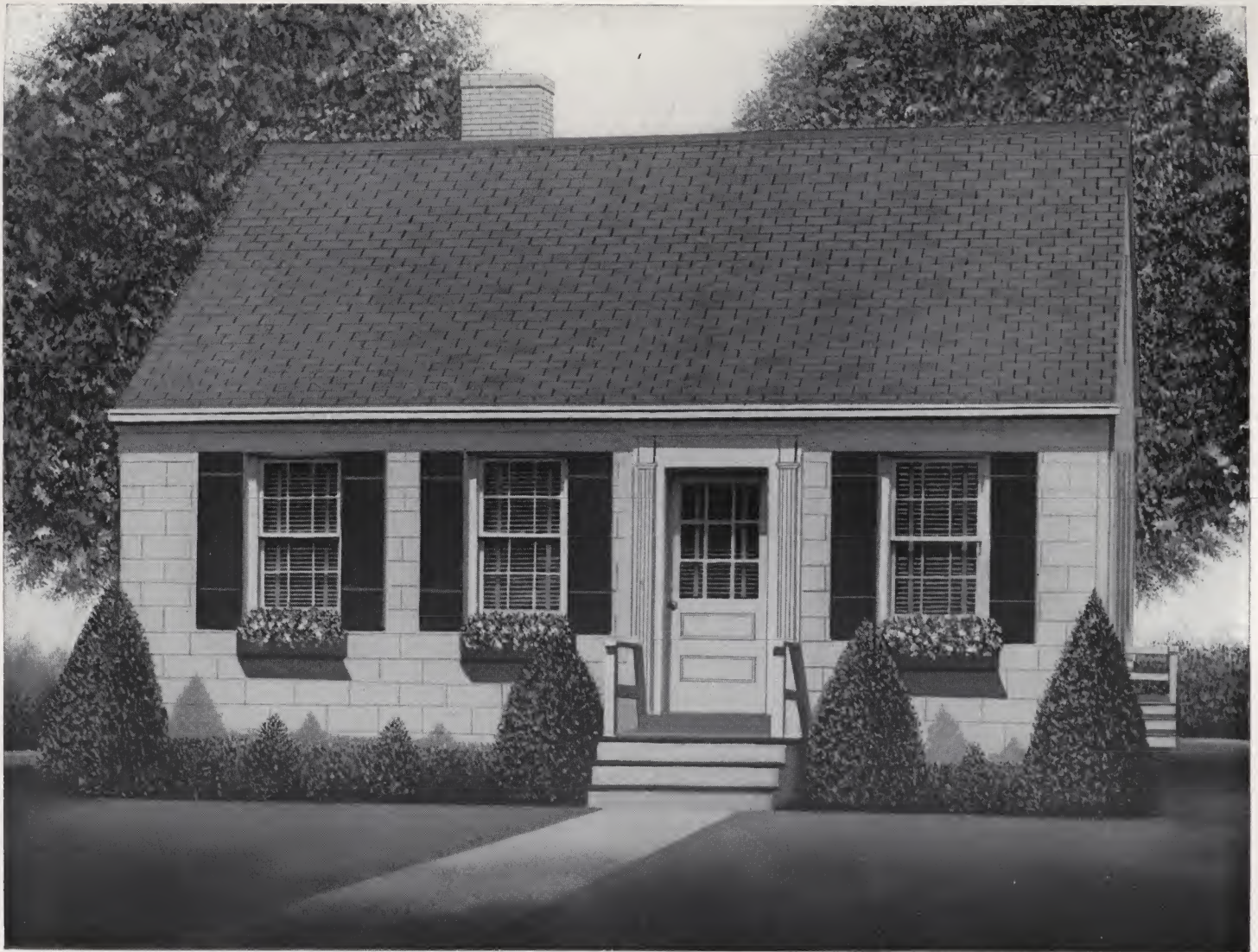
The ElkrIDGE is a refreshing cottage. It embraces all of the essential home comforts to be found in many far more pretentious homes. All of the materials for its completion, however, will run less than four thousand.



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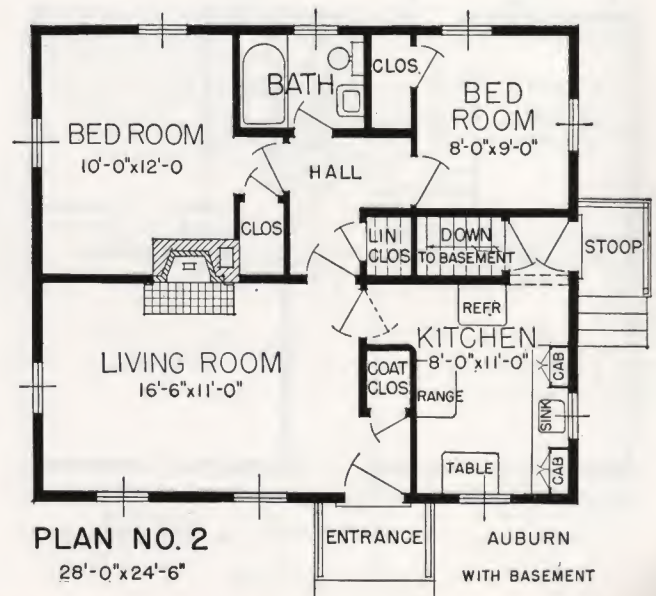
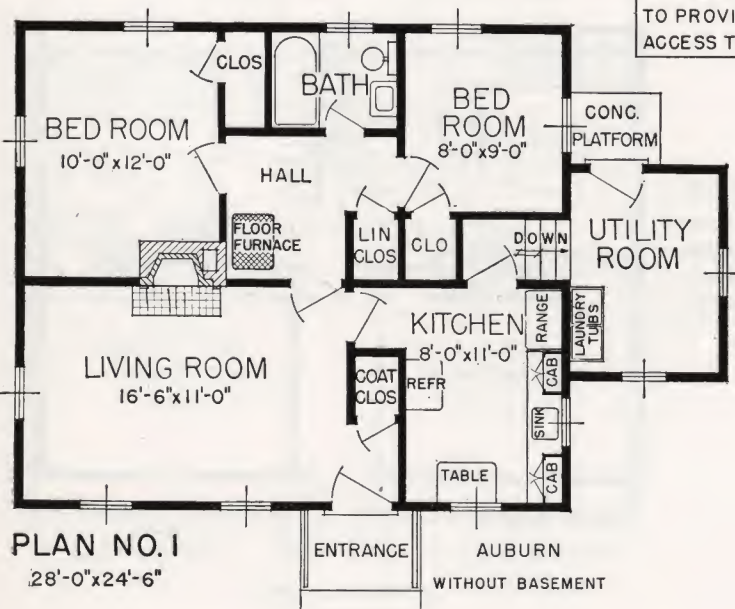
References: Any Building & Loan Association, Savings Bank or Lumber Dealer in your community.



The AUBURN

When you are busy building a home of your own, you are constantly in step with the Forces of Fate. Like a wonderful magnet, they help to pull you forward.

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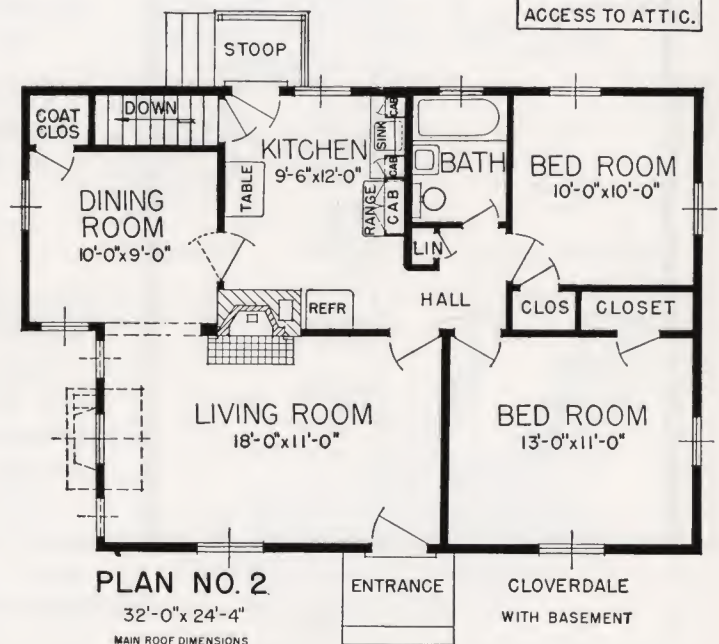
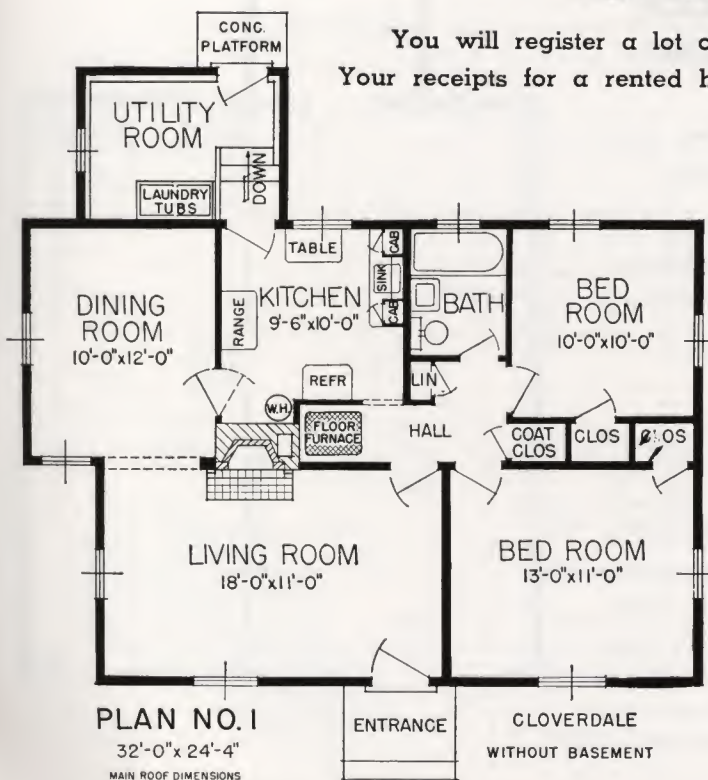
If you Build your Home at First Cost, the Monthly Payments will be no Burden, Now or Later.



The CLOVERDALE

You will register a lot of progress by building your own home.
Your receipts for a rented house merely mark periods of existence.

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Because our house designs are types that do not go out of style for a lifetime, they have the highest loan values as well as the highest sales values of any homes within their price range.



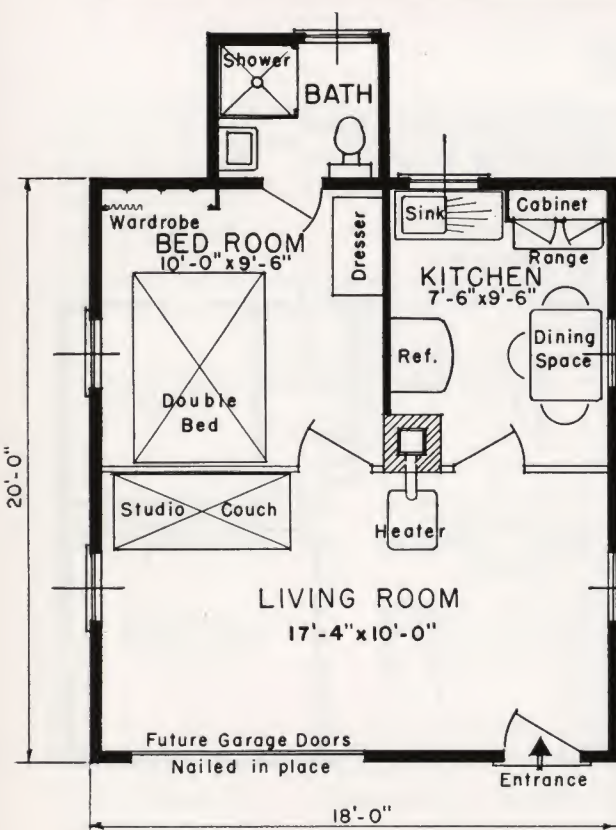
THE PIONEER GARAGE

A comfortable home
for Today.

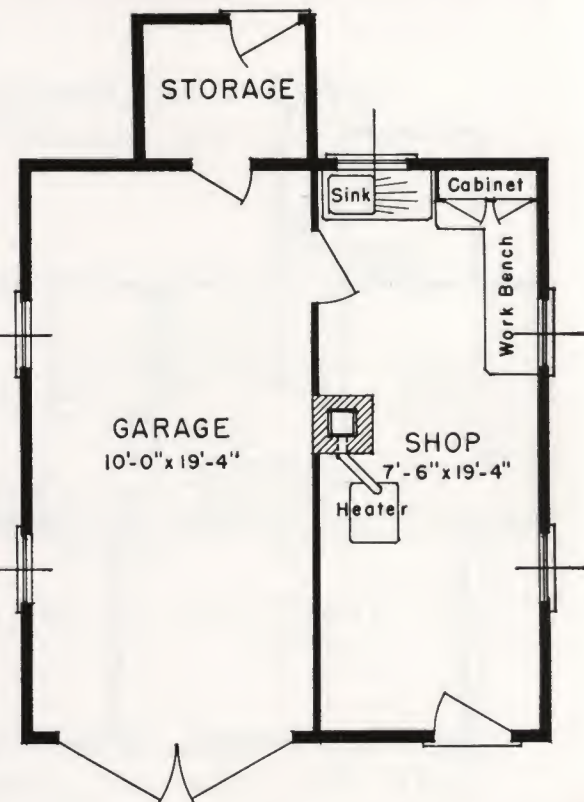
A good garage and
heated workshop
for Tomorrow.

Complete plans and
material list for this
Garage furnished
Free with the plans
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Purchased sepa-
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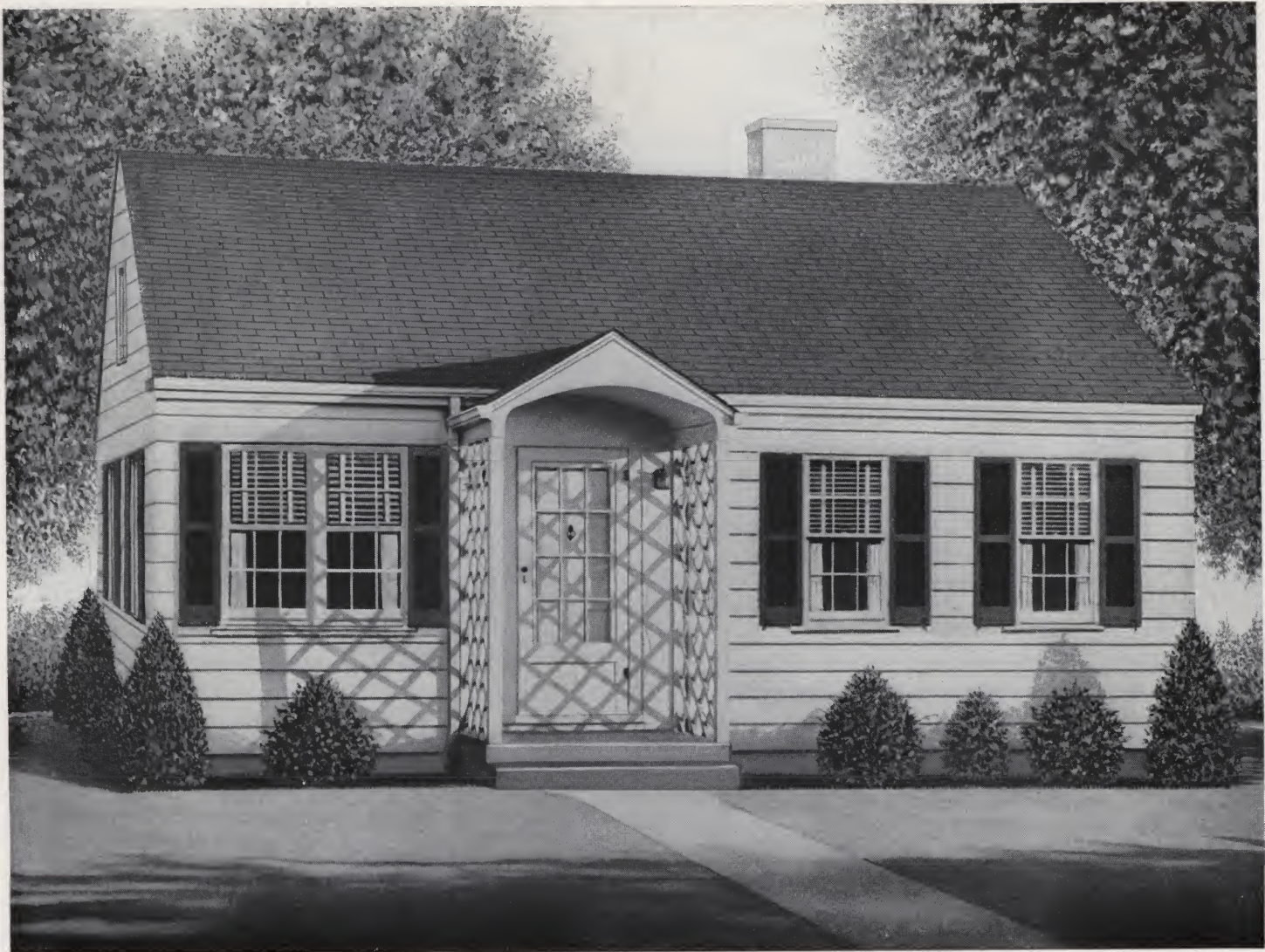
A COMFORTABLE APARTMENT WHILE
YOU ARE BUILDING YOUR HOME



FUTURE GARAGE AND
HEATED WORKSHOP

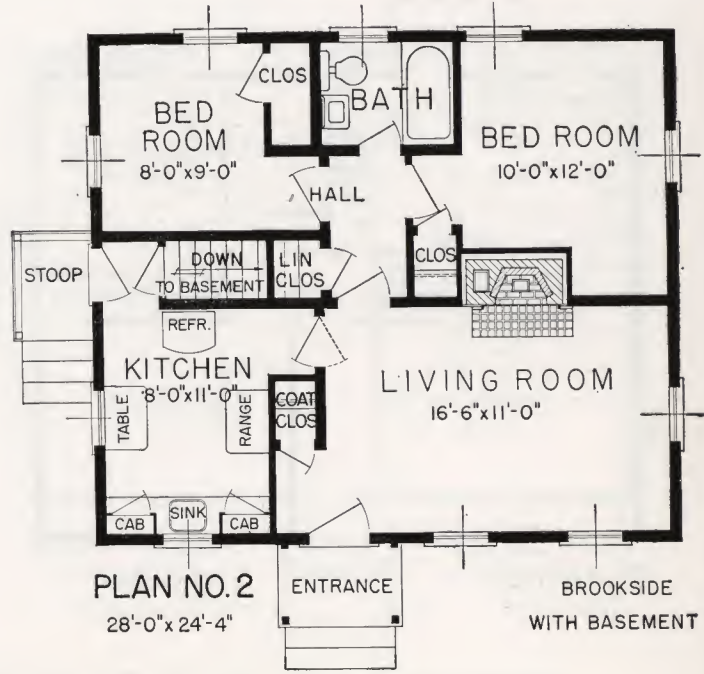
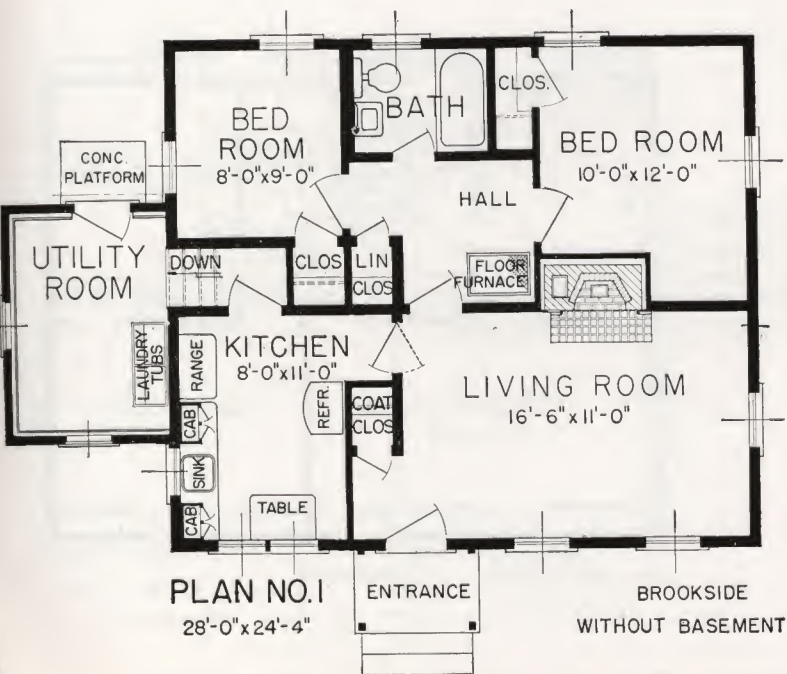
If you need bedrooms on the second floor, ask for free alternate floor plan No. 3 for designs in this book.
Also, large picture windows may be added on the front of any design at small additional cost.

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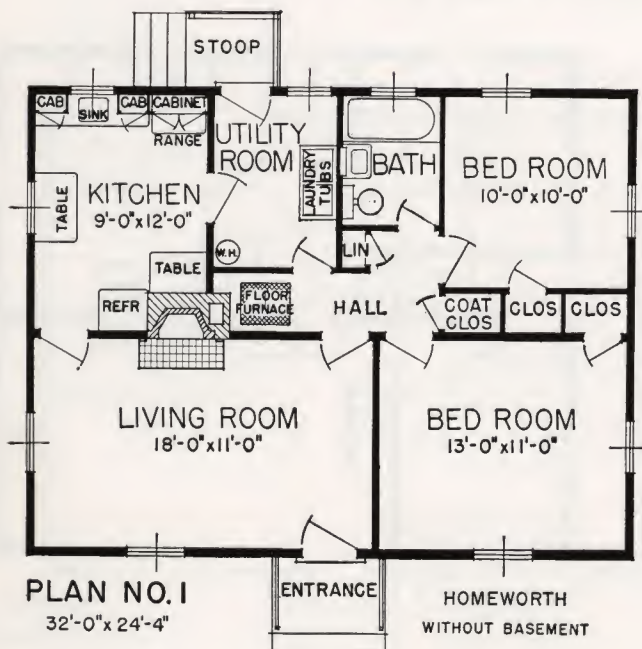


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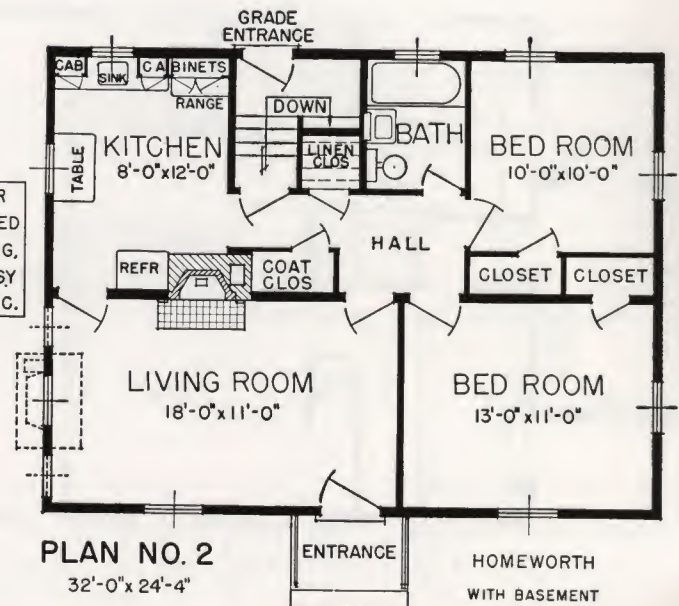


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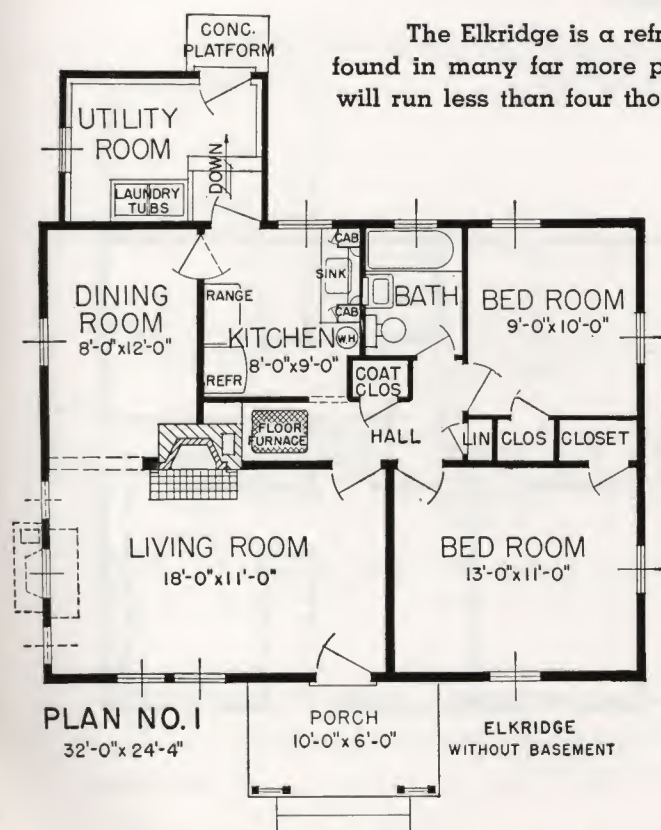


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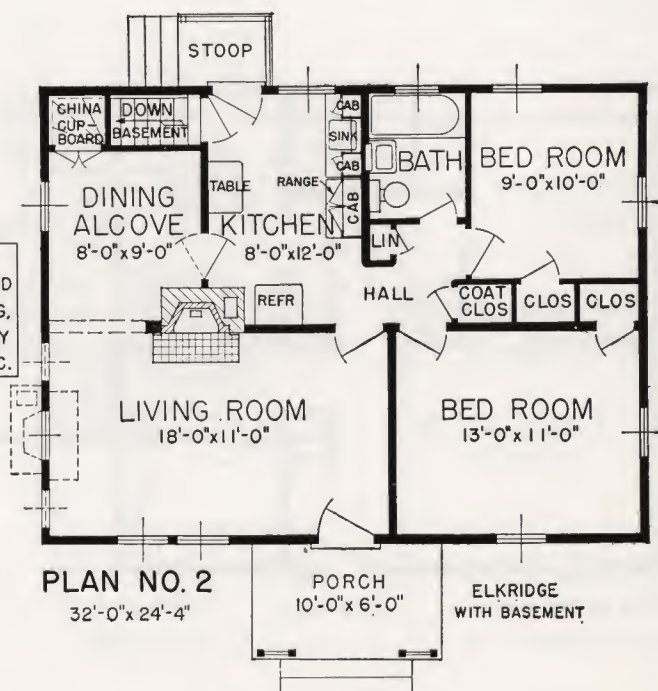


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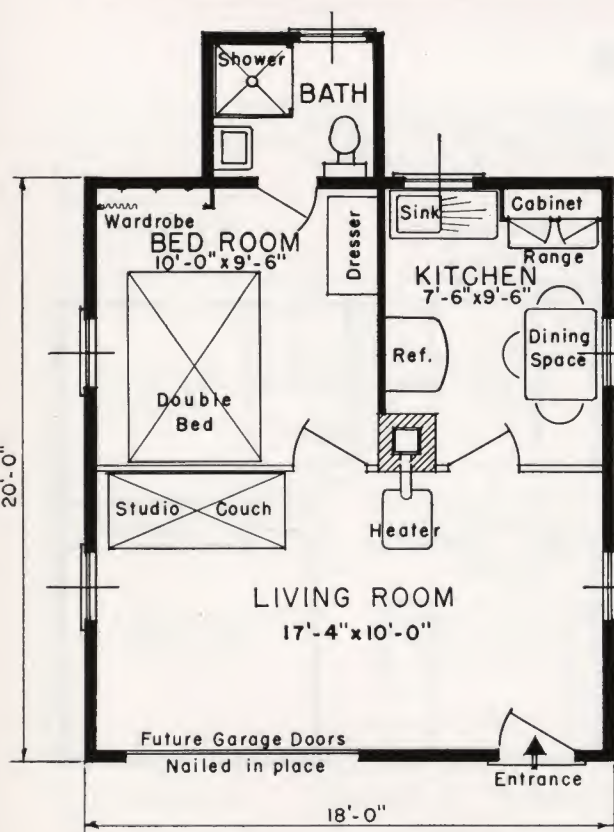
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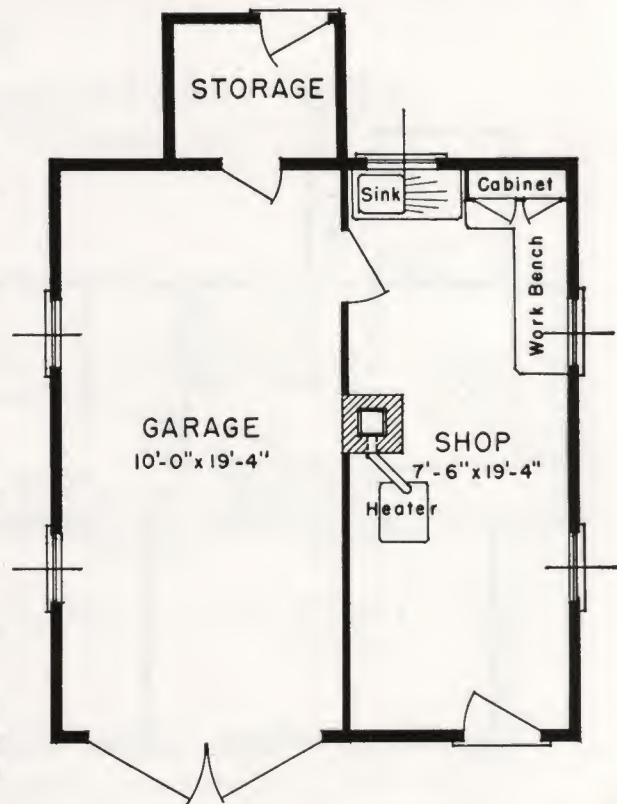
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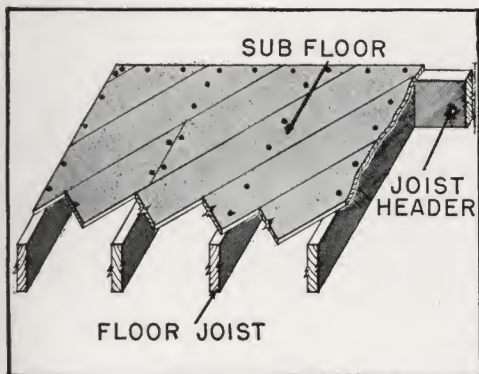


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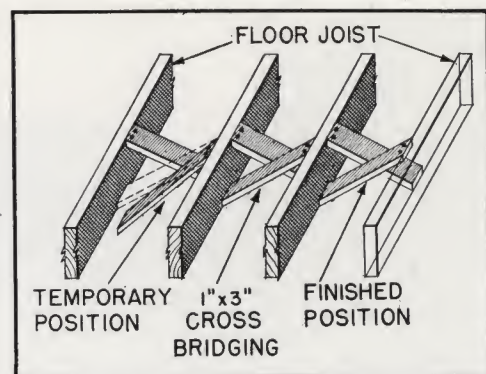


FUTURE GARAGE AND
HEATED WORKSHOP



Any schoolboy can follow them

More Facts About



An amazing cost-saving method

Homes You Can Build Yourself

The mystery of good home construction has at last been solved. All of the important facts about good construction have been laid bare. The shell of the house, including the outside walls, foundation and roof, have been so clearly separated the remainder of the structure can be seen and understood by any school boy.

This has been made possible by *Isometric Plans*, plans that enable anyone to see at a glance everything about the house from start to finish.

It has taken months for carefully selected specialists to accomplish this feat. Further, it has taken more than sixteen large sheets, each 18 x 24 inches, to show the layman every detail necessary to enable him to build his home as correctly as any engineer or architect could do it.

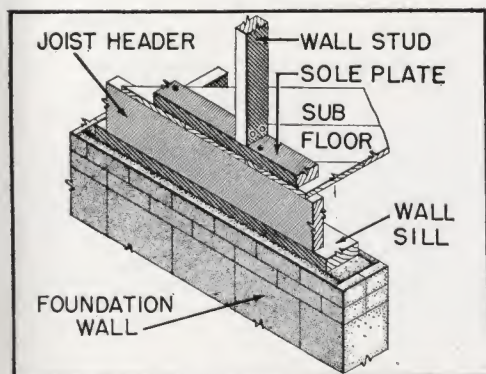
The cost has been tremendous. But the great housing shortage, as well as the high prices of skilled labor, brought about the urgent demand for this effort.

We did not stop when we completed the plainest and most instructive plans ever furnished for dwelling houses. We went so far as to prepare a 32-page illustrated booklet, showing clearly and explaining what the layman should know before beginning the construction of his home.

Now that the original plans have been prepared, copies can be produced and bound in map form for the thousands of men and women who have waited so long and hopefully for them.

Although we know of the great financial value to the layman of this accomplishment, we are not going to charge up to the public the high prices the plans could bring if they were in the hands of unscrupulous promoters. Instead, our price will be the same as we have always charged for our regular *standardized plans*, known so well from Coast to Coast for 29 years.

Our total charge for the complete *Isometric Plans* for any one of the homes shown in this book, including the 32 pages of instruction, material lists, specifications, cost estimating forms, etc., will amount to only \$20, four complete sets for any one house \$24.



The Plainest Plans you EVER saw

Our other Plan Books

"Better Homes at Lower Cost".....50c each

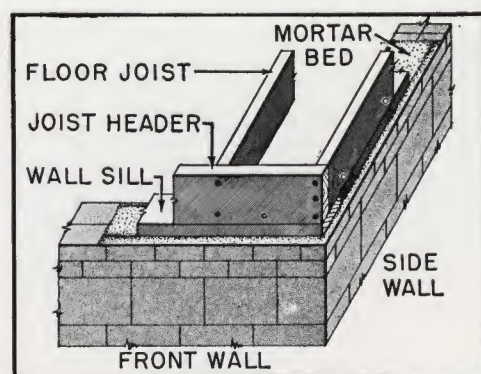
"Homes of Today and Tomorrow".....50c each

"Homes for Your Street and Mine".....50c each

"Homes You Can Build Yourself".....50c each

STANDARD HOMES COMPANY

COLORADO BUILDING, WASHINGTON 5, D. C.



Sample of Isometric Plans

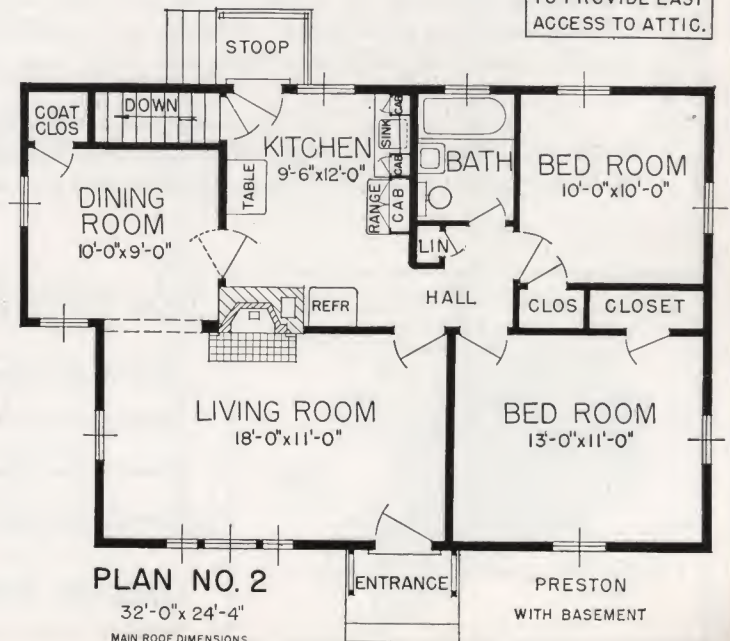
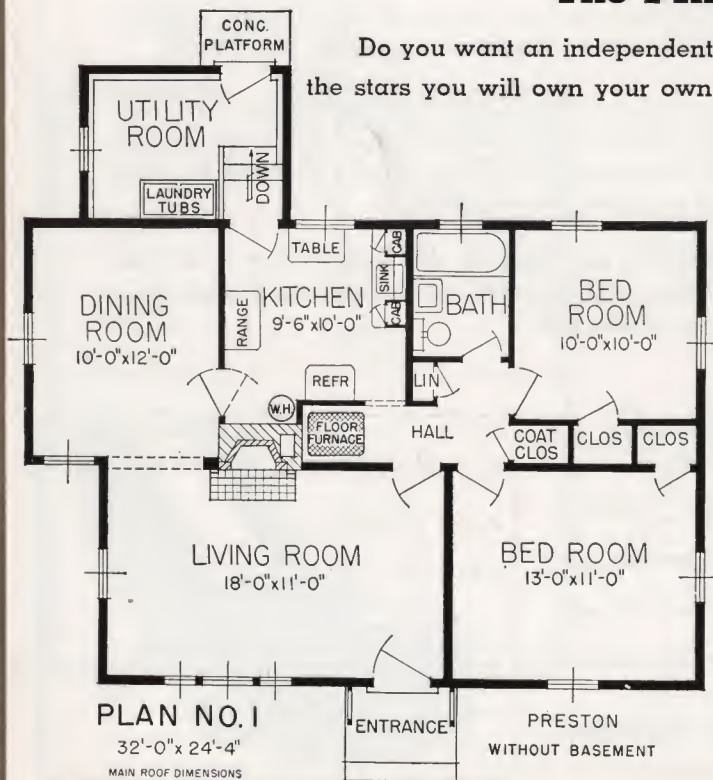
ISOMETRIC PLANS mean that the 3rd dimension is added to make them easy to follow.



The PRESTON

Do you want an independent life, free from landlords? Then swear by the stars you will own your own home, even if you have to build it.

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STANDARD HOMES COMPANY

Publishers of

*"Better Homes at Lower Cost", "Homes of Today and Tomorrow"
and "Homes for Your Street and Mine"*

COLORADO BUILDING
WASHINGTON 5, D. C.

Dear Friend:

Your request for our plan book, "Homes You Can Build Yourself", would indicate you are thinking of building your own home.

By your request you have given us the idea that you have the will and determination to undertake the task, if we can show you exactly how.

Your request further tells us you are the type of man we have been working so hard to help.

We want to say here and now that you shall not be disappointed in the strenuous efforts we have put forth in your behalf.

We undertook what the best engineers and architects had thought impossible.

They had spent so many years in their technical studies of home construction, they felt it would be quite impossible to furnish, in a package for only \$20, full and graphic information so clear and plain that over night the layman could see how to build his own home.

That, however, is exactly what we have done. We have prepared Isometric Plans for each design in "Homes You Can Build Yourself". These plans are so plain you can go over them and see in an hour every step to be taken in building your home from start to finish.

It has required nineteen large sheets, 18x24 inches, to do this. They are so graphically plain and so simply worded you can spend three minutes on each sheet and have a clear conception of what goes into a home and how the various pieces are made fast and permanent.

The whole structure of a lifetime home is there before you. It is so clear you will wonder and wonder why home building has not been taught to every boy instead of so many things he will never want or need.

It is beyond our ability to tell you in mere words what we have in store for you in the way of Iso-metric Plans for your new home.

And just here we want to make it clear to you, and especially your "Doubting Thomas" friends, that these homes you can build yourself are truly lifetime homes, - far better than you could hope to purchase at more than twice the price.

Our material lists for these homes call for the best materials of their respective kinds. The plans show you graphically how you yourself can put them together as well and as securely in every way as the best contractor.

Our "Booklet 32" tells you the right mixtures of cement and mortar. These mixtures will bond brick, stone or other masonry, as firmly for you as they would for the best engineer.

We tell you the right size nails to use at every point. Those nails will hold as well and as long for you as they would for the most experienced carpenter.

We show you clearly how to hang the doors. The hinges that you put on will swing the doors as easily and as securely as any hinges on any doors in any home.

But aside from all the savings on your home, you will learn a new trade or profession. You can become a "good construction man". All of the skills of the trade will be made clear to you.

In the future you will know houses, their values and their cost. That alone will give you a new outlook on life, - a new understanding of real estate, loans, etc.

Above all, the building of your own home will give you a new standing in your community. It will at once place you on the list of neighbors who can do things; - an outstanding man who knows how to plan his own life successfully.

Coming down to brass tacks, we want to help you if you want to help yourself.

We wouldn't want you send us \$20 for plans unless you feel that you have the nerve and stamina to stick by the idea.

But if you need a home for your family and want to use your skill to build it at the lowest possible cost, then do not hesitate another day.

We want to assist you in every way we can. We will send you the plans, material list, etc. for your careful examination.

If you do not agree they are far better plans than you ever thought possible, return them the second day unused and your \$20 will go back to you by next mail.

If you want to undertake the task, your next step is to look over the plans and material list. You will then know yourself that we are advising you right.

Yours sincerely,

STANDARD HOMES COMPANY

BY

Samuel J. Morgan

For the Admrs. Est. of A. Gales Johnson.

AGJ:1-HB

P. S. Send today for Folder "H", - How to Build Your Own Home. It is free and full of help.